

WEEKLY REVIEW

¶ Are you giving attention to our splendid monthly advertising service as represented by our splendid Fery and Palm Series Mailing Cards and Blotters?

¶ If you are not doing so you are losing a splendid opportunity to increase your earnings without interfering with your calendar sales.

¶ Remember Mailing Card and Blotter orders will materially help out your standing in the Handicap Contest.

The Weekly Review



Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

VOLUME
T W O

Thursday, June 10, 1909

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TWENTY-FIVE



TEAM WORK

We are giving a good deal of attention here at the office to the new contest. The proposition appeals to us as being one of the best stunts ever pulled off in the way of a contest which does not make it possible for every man to win. In most contests the principal prizes are generally conceded to a small coterie of the leaders. Here is an opportunity for the low man to win providing he does his proper stunt. There is, therefore, every incentive for every man to put forth his best efforts to make a good showing in points.

I wonder if you salesmen have ever thought what would happen if every one of you would get your average amount of business some week. Miss Blackstone asked the other day how much our weekly sales would amount to if every man did his average business. We made a rough guess and thought we were putting it high enough, but found we weren't. I am really ashamed to say how much difference there is between the business which actually goes on our books and the business which would go on our books if each man on the force got his average.

All of which makes me think of the work of a base-ball team. You know there are a good many of us who are still interested in the National game in spite of the rotten showing of the White Sox. While the battery is important and the best men are placed in those positions, if there is a weak spot on the team, the chance of winning is limited. The team that wins oftenest is the team that works together. Each man is backed up by his neighbor.

Perhaps the idea can be better illustrated by referring to a foot ball game rather than

base ball. In the latter there is very little chance for spectacular work on the part of the individual. It is all team work that counts. By co-operation the trained foot ball team crushes opposition. That is what we want the G.-B. sales force to do. We want the entire force to work together as one man. We want every man to begin work promptly in the morning. The salesman who stays around his hotel until nine or ten o'clock in towns of ordinary size is not a good team mate. Put in four hours work in the forenoon, and four or five hours work in the afternoon. Work intelligently; follow a system; work every day. Do you know what would happen if every one of you did this faithfully, cheerfully and with the confidence which each one of you should have in yourself, in your house, in your line and in your proposition? It would mean an average business from every man, because while some men might fall short of their average, there would be plenty of others who would go above their average.

There is altogether too much time lost by the average calendar salesman. It is easy to get discouraged and it is mighty easy to knock off work after a few discouraging turn-downs and conclude that the town is no good, without having really investigated. I know, for I have been there. I know, too, that there is a feeling among some of the men that it is really no business of the house whether they put in full time or not,—they are not getting a salary anyhow. This is not the right way to look at it either from the standpoint of the house or yourself. In the first place, you owe it to yourself to get all out of your territory possible. If you won't work for your own interest, then

remember that the house has an interest in your territory, an interest that ought to be quite as important to them as it is to you. The Gerlach-Barklow Co. has built and is building the finest plant in the world for the production of art calendars. It is equipping it with the latest improved appliances. It employs the most skilled workmen to turn out the goods. It buys the best materials obtainable. It has a large capital invested. But all this expensive plant and experienced office and factory force is worthless without the sales force, and the sales force has no value without territory, consequently our territory is our principal asset. If this territory is not worked honestly, faithfully and continuously, we are not getting the returns we should from our investment. The man who works his territory only half is not doing the house justice. He is wasting some of our capital.

I want every man on the force to think over this matter. If you do, I believe you will buckle down to steady work if you have not

been doing so. There are plenty of men on the force who are demonstrating every week that steady work pays, and we don't believe there is a man on the force who will acknowledge that he is not the equal of any other man. Furthermore, we think there isn't so much difference between men as there is between the way they work. Some of the greatest successes in the calendar business have come to men who have not been brilliant salesmen, but who have been steady, conscientious, persistent workers.

Now, during this contest, let's have team work. Let us make regular foot ball formations, with every man in the game. With such work we should rush the opposition off the grounds. At least we should make our distance every day and score a touch-down at the end of each week, and a touch-down for the G.-B. Co. means a big gain over last year. Now, get out and make your average. That's doing your share.

E. J. BARKLOW.

SHIMMIN WINS A CLASS "AA" GRIP IN LAST CONTEST

An apology is due Mr. Shimmin for this rather late announcement of his being a winner in the recent contest, and an explanation is due him and the rest of the force as to the cause of the error.

When the total sales were reckoned for the period of the contest it was found that Mr. Shimmin was one of a number of salesmen who were short a few dollars of the required amount. Through an unfortunate blunder in our General Office he was not given credit for an increase which reached us during the period of the contest, on a large order he took some time ago. The order in question originally stood at \$296.00. An increase of \$74.00 was received on this order bringing it up to \$369.00. Mr. Shimmin was of course notified and promptly given credit for the increase on his commission account, but for some reason the additional order was not entered in the daily sales book from which the figures for a

contest of this sort are taken.

So that you will understand the situation fully we might add that the first process in our office system, when receiving orders from salesmen, is to enter such sales under the dates they are written in our daily sales book. The orders are turned over to the Auditing Dept. and when found correct are credited to each salesman's commission account. An increase in an order is handled a little differently. In order to figure the increase, the ticket first goes to the Auditing Dept., the original order is then looked up, the increase figured and promptly credited in the commission book, but in this instance the Auditing Dept. overlooked entering the increase in the Daily Sales Book.

We are mighty glad to be able to announce Mr. Shimmin as a winner, and feel sure that his fellow salesmen will be pleased to learn of his success.

Handicap Contest

Starts May 31st, Ends July 31st

SEVEN PRIZES OFFERED

First, Original Painting, Valued \$100.00 or More

Second, Original Painting, Valued \$100.00 or More

Third - - \$30.00 Cash

Fourth - - 25.00 Cash

Fifth - - 20.00 Cash

Sixth - - 15.00 Cash

Seventh - - 10.00 Cash

Standings Published Weekly

Scores Based on Averages for Year to May 1st

New Men to be Rated by Sales Department

10 Points for Writing an Average Weekly Total.
 1 Point Less for Each 1-10 Less Than Weekly Total.
 2 Points for Each 1-10 Increase Over Weekly Average.
 10 Points for Largest Increase Over Weekly Average.
 5 Points for Second Largest Increase Over Weekly Average.

10 Points for Largest Number of Orders, Weekly.
 5 Points for Second Largest Number of Orders, Weekly.
 1 Point for Each Day's Business.
 1 Point Extra for Writing Business on the Fifth Day.
 3 Points Extra for Writing Business on the Sixth Day.
 1 Point for Each Mailing Card or Blotter Order.

A glance at the sales book at the time this article is dictated shows that we are hardly in position to go into details as regards the contest as we are still short reports from many salesmen for the last few days of the week, and from some of the distant points have reports for only one and two days business. However, we are much gratified to find that there are a number of salesmen who are up to or ahead of their average.

At the time we planned this contest we of course realized that in taking the average for the year, the early business which is heavy, particularly with those who are old men in their territory, and therefore the average maintained up to May 1st would probably be better than most salesmen could be expected to write. At the same time every salesman was put on the same basis and no one man had any advantage over the other, since the contest is

counted entirely by points based on an average total of business.

We are inclined to think that this is going to prove one of the most interesting contests we have had, and believe that when we begin to publish the standings, that it is going to arouse considerable rivalry among the sales force and that the leaders will change often.

The fact that we are offering seven prizes makes it possible for seven men to win. We therefore, believe that every man on the force will make an effort to go after a painting and should he fail to win one of the originals no doubt a cash prize would be acceptable.

We assume that every man has by this time figured his average, that is to say all men who have been on the force for any length of time. If you are a new man on the force and would like to know the average set for you, if you will write the sales department we will be glad to enlighten you. Because you are a new man on the force we don't want you to figure that you have not a chance to win a prize or because you may have gotten a poor start don't feel that your chances are spoiled. You must remember too that count 10 points for an average week's business, some salesmen are required to write three times the volume of business you are asked to write, and that the big producers are handicapped according to their past records.

The man who will work in this contest with a determination of getting business with regularity, even though the total volume may not be as large as you would like to have it, stands a mighty good chance of winning a prize, and don't forget that at the same time the extra effort you are putting forth is making more money for you in the way of commissions.

While we ask the force to work hard during a contest of this sort, you must take into consideration the fact that you are to be the gainer thereby as well as the company. A contest of this sort simply means that we are asking you to go out and make more money for yourself and at the same time are offering you prizes as an inducement. In view of these circumstances we cannot be accused of selfish motives.

We want every man on the sales force to

get the habit of writing business with regularity. If a man can write business with regularity he is bound to make a success with the G.-B. line.

The small sized orders coming with regularity added to the occasional large one will give a salesman a splendid income. If our splendid mailing card and blotter service is worked in connection with calendars a salesman should be able to do business in every town.

Our mailing card service with the new series of monthly talks for different lines of business such as electric and gas companies, drug stores, shoe stores, banks and other lines, open a new field for the salesman and makes it possible for him to do business with people who have not been users of this class of goods.

A good business man can quickly realize the advantages of the monthly mailing service with a series of good ads, as he can keep his name before a prospective customer for a full year, talking to his customer and prospect in a forcible manner each month at a cost, even though he buys in small lots, of approximately 45c for the year's service. In larger quantities of course this cost is reduced materially, and by blotters it is still further reduced. There is a splendid field for this line alone and if you have not been pushing the sale of mailing cards and blotters we strongly advise that you get into the game at once.

Just before this article goes to the printer we find that the following salesmen are up to or ahead of their averages although reports are still due from some of these men: Mr. Beelman is just over his average; Mr. Conkling shows an increase of close onto 100%; Mr. Lindsley shows an increase of 33 1-3%; Mr. McLaughlin is nearly 100% over his average; Mr. Moore is just about up to his mark; Mr. Parks shows an increase of about 25%; Mr. Cies is practically up to his average; Mr. McCullough, who by the way is a new man on the force representing us in the Republic of Mexico, is just about up to the average we have set for him; Mr. Shepard was lucky and unlucky during the week. While as yet all his reports are not in he was not nearly up to his average, but two subject to countermand orders passed the critical point, and gave him about an average total.

There are of course many others who are well up and many we have not heard from as stated previously. We simply mention these few names to give you some idea of how the contest is going.

GOOD INCREASE FOR WEEK ENDING MAY 29

No Spectacular Stunts From the Selling Point of View, Nevertheless Increase is 50 Per Cent

THIRD WEEK OF CONTEST STARTS MONDAY, JUNE 14th

Well! Who is Going to Show the Largest Increase Over Average?

From a selling point of view nothing unusual occurred among the sales force but at that we are able to announce an increase of 50% over the corresponding week of last year.

We venture to say that a good many on the sales force have become rather accustomed to reading the headings in the Review which have appeared weekly since the first of the year, announcing gains of anything from 50 to 125%, and that when we announce an increase of 50% it is passed off without your having given the matter any thought and is looked upon as a matter of fact.

Isn't it really remarkable how easily one can accustom himself to conditions? At the beginning of the year when the sales showed an increase of 100% and in many weeks better you can easily imagine that there was considerable comment going on around headquarters, when the total for each week was announced. Now an announcement of a substantial increase is looked upon in a matter of fact way.

While business has been coming in very nicely we firmly believe that the present month is going to run considerably ahead of May, and that the handicap contest now on is going to stimulate the work of the sales force by creating a spirit of rivalry and enthusiasm.

We are frank to say that there is room for a lot of improvement in the work of many on the force, but of course this is to be expected in a large sales force covering practically the entire country.

We venture to say that a number of men

who are working in rather a listless manner do not realize that if they are to become a permanent fixture on the sales force of the G.-B. Company that it will be necessary for them to work with the same progressive spirit and determination characteristic of the management and many of the sales force of the G.-B. Company.

To the man who is not producing his proper share of business we would say, "Wake up to the possibilities of the game. Look back over the splendid record made by the G.-B. Co. since its organization, and you will then be able to realize that it is only a question of a short time when there will not be any room on the sales force of the G.-B. Company for the man who fails to get results."

We, of course, realize that a new man at the game necessarily requires a little time to learn his territory and conditions therein, before he can become a large producer, and it is not at the new man that these remarks are directed. The man to whom we say "Wake up" is the man who has had a chance to demonstrate his ability to grow with the G.-B. Company, but who for some reason fails to keep in step with the live ones.

Enthusiasm is a big factor in the success of a salesman, and any man that cannot get enthusiastic over the remarkable record made by the G.-B. Company since entering the field and cannot go out and tell prospects about our wonderful record with a smile on his face and his head up high, had better send in his sample cases.

Surely no salesman ever represented a company that he has more reason to be proud of than a G.-B. salesman. A salesman's person-

ality counts for a lot in making a sale. If you can impress a prospective buyer that you have every confidence in your proposition, that you feel that you are representing the best company on earth and that you can give him the very best service, the chances are greatly in favor of your making a sale. Whereas, on the contrary, the fellow that is only lukewarm, impresses the buyer that he has a lukewarm proposition and he fails to get the business.

On the whole the field force thus far this year have nobly filled the promise for increase made at our last convention, but there are some members here and there throughout the field who fail to realize that one good order weighs down and is worth more than a whole lot of promises. They are put off too easily, and

while we believe that many of these men honestly believe that they will get results before the year is over they are likely to be disappointed.

Now that the first half of the year is about to close why not start the second half with a determination to begin afresh and resolutely determine to transform promises, hopes and expectations into accomplished results. Don't let it be said of you, "Thou art weighed in the balances and found wanting." On the contrary, compel your associates on the sales force to acknowledge that you are just as good as they are, and that you "have fought the good fight and keep the faith." A hundred thousand difficulties do not make one impossibility. The proper use of difficulties is to make bricks of them with which to build the house of success.

START RIGHT

I have just been reading the June number of Mr. Sheldon's Business Philosopher, and while there are a good many pages in this number which do not interest me from a business point of view, there is one article, written by Thomas H. Beck, "Value and Necessity of Proper Approach," which contains some valuable hints for salesmen. This particular writer was selling soap and while soap may be a different proposition from selling calendars, he mentions certain general principles which apply to all lines of business.

This writer says: "A salesman may be said to make or break himself and his proposition by his manner of approaching the prospective buyer."

"In approaching a buyer, do not hand him a club to hit you with and do not impart such unnecessary information as the statement that you have soap for sale—that will be obvious in due time. Start your talk with something more interesting and less commonplace than soap."

"A salesman proves to the buyer that he needs the goods. An order taker offers his goods and asks the merchant if he needs any. Result—good salesmen are as scarce as hen's teeth, while order takers are plentiful at \$15.00 per—."

As I said before, the same principles that govern the successful soap salesman apply to the successful calendar salesman. The mere announcement that your name is Mr. Jones and you represent The Gerlach-Barklow Co. makers of art calendars, may be sufficient in

some cases to gain for you the right kind of attention from the prospective buyer, but the chances are, regardless of the high standing and importance of your house, he may never have heard of us, or if he has heard of us, he may class us with the great horde of calendar makers that mean nothing to him. Perhaps you have been frequently met with the statement that "I don't use calendars," or "I'm not interested, good day," or something equally as discouraging. You have given your prospective customer a club with which to hit you before you have had a chance to open the engagement. You might have secured his attention by talking about something more interesting than calendars, and besides, to the average man your sample case gives a hint of your business.

Instead of merely mentioning the name of your house, why not tell some interesting thing about it. Everybody is sure to be more or less interested in the unusual. The statement that the company you represent is the most successful new concern of the kind ever organized may bring a questioning look. Then you will have an opportunity to tell about your company and its products. You can explain that the success of your house is based on the goods it sells; that its products are as unusual as its success.

It is difficult to lay down any hard and fast rule for a salesman to follow in making an approach. So much depends on the prospective buyer and on the salesman himself. Methods which would prove successful with one sales-

man could not be used by another. An approach which would be effective with one buyer, might be altogether wrong if used with another. It is safe, however, to always avoid giving your customer a chance to turn you down before he knows what your proposition really is.

Mr. Moore recently told us how he spent considerable time with an important buyer before he could even get a chance to show his goods, finally winding up with an order amounting to nearly \$250.00. They didn't know about the Gerlach-Barklow Co. and were not interested enough to find out. Mr. Moore succeeded in securing their interest, but how many times have G.-B. salesmen lost out

simply because they didn't get started right.

Study your approach. Find out wherein you fail of making the right kind of an impression and then correct your mistakes. You know that with an even show you will get your share of the calendar business. You know that on a basis of goods and prices you need fear no competition. Try to make your work as effective as possible. While no real success can be expected without hard, persistent work, the intelligence and enthusiasm you put into your work are what brings results. And remember the slogan of the salesman, "Well introduced is half sold."

E. J. BARKLOW

WEEK ENDING, MAY 29th

While the total sales for the week as mentioned elsewhere show an increase of 50% over the corresponding week of last year, spectacular work on the part of the sales force is entirely lacking, the total volume of business being pretty evenly divided up among the force.

Mr. Moore stands No. 1 in gross sales, having reported business for five days and a total of six orders. On Monday he wrote two orders; on Tuesday, Thursday, Friday and Saturday one order each. Saturday's order was a nice one amounting to \$240.00.

Mr. H. B. McDonald follows closely behind Mr. Moore with a clean week to his credit and a total of 7 orders. He wrote one order each on Monday, Tuesday, Wednesday, Friday and Saturday and two orders on Thursday which was his best day.

Mr. Ellis stands No. 3 with a fair total to his credit, although he only wrote business three days and a total of four orders.

Mr. Lott follows with business for five days and a total of six orders. On Monday, Wednesday, Thursday and Friday he wrote one order each and on Tuesday he booked two orders. His best order was written on Wednesday and amounts to \$119.00. It was a bank order calling for 2000 mounts with a reproduction of a bank building from halftone plate.

Mr. H. E. Smith has a total just \$7.00 less than Mr. Lott. A number follow who have written a paying business among whom we might mention Messrs. Ungerer, McCully, Woodman, Brooks, F. A. Smith, A. E. Gerlach, S. L. Smith and others.

We find on looking over the sales book that there are a number of salesmen who have not been putting in full time for some reason or other, but are glad to say that we have received word from nearly every man to the effect that he will be in the field, and as a matter of fact nearly every man who has been laying off is now at work, and we expect that the first week of the contest, which ended Saturday last will prove a big week.

Some of the better orders booked during the week are as follows:

Mr. Brooks sold a hardware dealer 12000 large Palm series blotters. Mr. Ellis had two good orders, one from a manufacturer of bricks calling for "Dutch Fishing Boats" in series D12 with mailing envelopes and protectors, the order amounting to \$144.00. His other good order was from a coal company and was a mixed order. It amounts to \$105.00.

Mr. Lott sold a bank 2000 special reproductions of bank building in halftone. We supplied this calendar last year and have the plate. The order amounts to \$119.00.

Mr. H. B. McDonald sold a mercantile company 3600 Palm series mailing cards. Mr. Moore's best order of the week was from a milling company. He sold them a quantity of our series D33 De Luxe mounts, a small lot of "Raising the First American Flag" in jumbo roll and some of "The Sentinel" in series 7 roll. The entire order amounting to \$241.00.

Mr. F. A. Smith sold a dry goods dealer 1000 of "Eleanor" in series M15. Mr. H. E. Smith's best order of the week calls for 1000 of series D33 subjects "June" and "Holly."

Mr. Ungerer sold a real estate company

300 of "A Frosty Morning" in series D33 and 75 of "Raising the First American Flag" in Jumbo roll. Mr. Woodman's best order of the week was for our splendid Moran landscape put up in series D20, the order amounting to \$175.00. This order comes from a mercantile company.

Days' Business.

The week we are now writing about, that ending May 29th follows the contest just ended for grips and precedes the handicap contest, and we are mighty glad of this as the showing under heading "Business Regularity" is not very satisfactory.

Only two salesmen report business every day viz.: Mr. A. E. Gerlach and H. B. McDonald. Messrs. Beelman, Lott, McCully and Moore report business five days.

We hope that the showing under this heading will improve in the contest now on, and firmly believe that if the sales force will make a determined effort to write business with regularity the results will be very gratifying to every man on the force. A determined effort along these lines will make your commission account show up in a much more satisfactory manner, and we would suggest that you push the sale of mailing cards and blotters vigorously as there is a market for this class of goods in every town, particularly the mailing cards with the new advertising service which can be sold to gas companies, electric companies, coal dealers and many other lines as you know.

It is, of course, not necessary that a salesman neglect the calendar line to push this class of goods on which necessarily the commissions

are a little smaller, but at the same time it is very often the case that where you cannot find a calendar buyer you can find buyers for mailing cards and blotters, and thus save the day.

Number of Orders.

Mr. A. E. Gerlach leads the force under this heading with a total of 12 orders. Mr. H. B. McDonald and Mr. Ungerer tie for second place with a total of seven orders each. Messrs. Bowles, Lott, McCully and Moore tie for third place with a total of six each.

LEFT-OVERS WITHDRAW

HANGERS

695 Smooth Sailing

992 His Last Farewell

CARDBOARD

2296 Marguerite

1691 Moonlight on the Sound

3593 Soft Drinks

3791 Prize Jerseys

3992 Reverie

1491 Security

☛ No further orders for these subjects will be accepted.

STANDING OF G.-B. SALESMEN FOR WEEK ENDING, MAY 29th, 1909

	Standing In Sales	Days Business	No. Orders
Barber	27	6	7
Bayley	36	7	9
Beelman	14	2	4
Betton	25	4	4
Bowles	13	4	3
Brooks	9	5	5
Carter	30	4	5
Cies	34	6	8
Conkling	16	4	4
Ellis	3	4	5
Fadely	36	7	9
Fairbairn	33	5	7
Finley	17	5	7
Gerlach, A. E.	11	1	1
Heneghan	29	4	6
Huffert	35	6	8
Lindsley	36	7	9
Lott	4	2	3

McCully	7	2	3
McDonald, H. B.	2	1	2
McDonald, W. A.	19	4	4
McLaughlin	24	5	4
Marks	20	5	6
Meyer	23	5	6
Moore	1	2	3
Osmun	25	6	8
Parks	32	6	7
Reilly	15	5	7
Roberts	18	4	6
Rowe	36	7	9
Saxton	31	5	7
Scott	36	7	9
Shepard	26	5	7
Shimmin	36	7	9
Smith, F. A.	10	6	8
Smith, H. E.	5	5	5
Smith, S. L.	12	4	5
Thompson	21	4	6
Ungerer	6	3	2
White	22	4	6
Woodman	8	6	8

NEWS FROM THE FIELD

W. A. McDONALD WRITES REGARDING K. H. GERLACH'S WORK WITH HIM.

Mr. K. H. Gerlach as you know has been working in the field among the sales force for some few weeks. We have received some very nice letters from salesmen whom he has visited and are just in receipt of the following letter from Mr. W. A. McDonald:

"A week ago today Mr. K. H. Gerlach left me at Evansville after what was to me a very profitable three days. While we did not on account of conditions impossible to overcome, take many orders, still to me that was but a very small part of it for the chance to see Mr. Gerlach work and demonstrate his proposition was a great privilege and I think helped me in every way. I didn't even know how to pack my case properly and I want to tell you I have an entirely different looking case now.

As to his method of showing the goods, I thought they looked good when I showed them, but they were so much better when Mr. Gerlach showed them that it was like looking at a much finer line.

I cannot tell you all the things in which Mr. Gerlach helped me, but will try to profit by them and see if I can work them out on my own account. I want to thank the company and Mr. Gerlach for the visit and I know all the boys will be mighty pleased to have Mr. Gerlach work with them for I feel he can do so much good for any of us, old men as well as new.

W. A. McDONALD."

LINDSLEY STARTS THE HANDICAP CONTEST IN GOOD SHAPE.

The office recently enjoyed a visit from Mr. Lindsley. When leaving for his field he promised some good business for the following week, and he has kept his promise by starting the first week of the handicap contest in splendid shape. His sales show an increase of 33 1-3% over the average set for him in the contest. His report for Thursday, June 3rd, includes three orders amounting to \$117.35, and was accompanied by the following letter:

"As these three orders were closed before noon I had hopes of a big business here today,

but I could not close any this afternoon. Have a lot of prospects for Fall business.

F. H. LINDSLEY."

REILLY IS ENTHUSIASTIC.

Mr. Reilly was on the sales force last year, that is to say part of the year, and this year was assigned new territory. While he has not been doing the business we would like to see him do, he is enthusiastic and when he becomes better acquainted in his territory, undoubtedly he will do a nice business for himself and the G.-B. Co. He writes as follows:

"Decoration Day is quite an event in this neighborhood, and it not only spoiled today, Saturday, but there will be nothing doing until Tuesday, June 1st. I have this week's Review and will start Tuesday to make good in the new contest. I read John Dean Thompson's letter in the last issue with interest as I had a case this week along the same lines. In fact the order was so far along that the Novelty Firm had sent on a match box with his reproduction on it. He showed me the reproduction, and all I had to do was to convince him that we and not the novelty house could give him what he was paying for—"advertising." You have the order. REILLY."

MARKS SAYS THE REVIEW STIRS HIM UP.

Again we call attention to the fact that sales force with few exceptions have not been contributing very regularly to the pages of the Review. Mr. Marks is one of the few however, who writes the Editor whenever he has anything of special interest and we hope that the rest of the force will make it a point to add to the value of the Review by writing the Editor occasionally.

Mr. Mark's letter is a general letter as regards business and in part he writes as follows:

"The Review certainly stirs me up and if I don't make a better showing this week it will be simply because hard work will not do it.

W. J. MARKS."